

Submitted: June 17, 2015  
Approved: June 17, 2015

**MINUTES OF THE CITY OF ROCKVILLE SIGN REVIEW BOARD  
MEETING 02-2015  
May 6, 2015**

The City of Rockville Sign Review Board convened in regular session in the Diamondback Terrapin Conference Room at 9:00 a.m., May 6, 2015.

**Members Present:** Ms. MaryLou Goehrung, Chair  
Ms. Ruth Hanessian  
Mr. Joe Anastasi, Alternate

**Staff Present:** Deane Mellander, Zoning Administrator  
Tamara Dietrich, Inspection Services Division

**Applicants Present:** Bob Biroonak, Art Design Display for the Terano  
Emy Galyen, Sterico Signs  
Matt Howell, iHeart Media  
Scott McLellan, Avison Young  
Justin Yoon, Star Neon Signs  
Mark Renner, Uniform City

**I. PUBLIC HEARING**

**SRB2015-00572 – 1801 Rockville Pike, i Heart Radio**

This modification request is for a channel letter sign that does not meet the property's current sign concept. The sign concept for the property is white channel letters mounted on a raceway that are black by day and white at night when illuminated with black returns, (side of individual letters).

This property is in the MXCD zone. The proposed sign's size and placement on the building is permitted per the sign code. The sign is mounted on a raceway and the logo is compliant with the sign ordinance. The applicant is seeking the modification for the last word on the sign, 'radio', that is a gray color in the daytime and gray when illuminated at night and does not meet the property's approved sign concept plan.

Matt Howell, the applicant, explained the concept for signage on the building. The signage will be black and silver and all the trim on the building will be re-painted gray and all the windows re-painted silver.

*Ms. Hanessian moved, seconded by Mr. Anastasi, to approve SRB2015-00572. The motion passed unanimously 3-0.*

**SRB2015-00573 – 1801 & 1803 Research Blvd.**

This modification is for additional signage to be permitted on the property in the MXE zone. The MXE zone permits 250 square feet of signage per property. This property has two buildings, 1801 and 1803 Research Blvd; each building would like to utilize 250 square feet of signage.

The applicant is also requesting that an existing freestanding sign at the entrance to the property which is 50 square feet in area be permitted to remain and not be included in the aggregate of the requested 250 square feet of signage for each building. Prior SRB approvals have been granted for other properties along Research Blvd. to allow 250 square feet of signage per building or for additional signage per property for the reason that some buildings are adjacent to Interstate 270 where larger signage is better suited.

Bob Biroonak of Art Display stated his request for 250 square feet of signage for each building.

Scott McLellan of Avison Young provided an explanation for the size of the tenant signs stating they would be placed on various tenant buildings.

*Ms. Hanessian moved, seconded by Mr. Anastasi, to allow 200 square feet for each building and 50 square feet for the entrance signs. The motion passed unanimously 3-0.*

**SRB2015-00574 – 2003 Veirs Mill Road, Uniform City**

This modification request is for a single sign that does not conform to the shopping center's approved sign concept plan. The sign concept for the shopping center calls for red individual channel letters.

The proposed sign is white channel letters with a thick red outline surrounding each letter and word. The sign meets the size and placement per the sign code.

Mark Renner with Scrubs and Beyond stated that Uniform City was acquired by Scrubs and Beyond and that the store is being remodeled and rebranded to be consistent with the parent company Scrubs and Beyond.

Mr. Renner said the company signage is blue and white, but the City of Rockville's sign concept uses red as a primary color. To maintain consistency the new signage will be white and red, with individual channel letters illuminated white at night and a red halo outlining the letters.

*Ms. Goehrung moved, seconded by Mr. Anastasi, to approve the individual channel letters with a raceway the color of the façade; the white letters will be white with a 1/2 inch red outline within the channel letters and up the sides. The motion passed unanimously 3-0.*

**II. MINUTES – Ms. Hanessian moved, seconded by Mr. Anastasi, to approve the Minutes for Meeting 01-2015 dated February 11, 2015.**

**III. OLD BUSINESS – None**

**IV. NEW BUSINESS – None**

**V. ADJOURN – 9:50 AM.**

The next meeting of the Sign Review Board is scheduled for Wednesday, June 17, 2015 at 9:00 a.m. in the Black-Eyed Susan Conference Room located on the 3rd floor of City Hall.

Respectfully Submitted

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Sandra Y. Driver, Commission Secretary